

# SALT LAKE COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
<b>DEMOGRAPHIC</b>					
Population	996,374	1,018,904	1,030,519	1.1%	1
Total Non-Ag Employment	579,827	603,069	603,116	0.0%	1
Non-Ag Avg Monthly Wage	\$3,212	\$3,327	3,468	4.2%	4
Per Capita Income	\$34,272	\$36,617	36,650	0.1%	3
Unemployment Rate*	2.9%	2.6%	3.3%	26.9%	19
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers (Millions)**	\$2,740.0	\$3,145.6	\$3,129.4	-0.5%	1
Travel & Tourism Related Employment**	56,132	35,023	35,555	1.5%	1
<b>TOURISM TAX REVENUES (000s)</b>					
Local Tax Revenues from Traveler Spending**	\$94.4	\$300.0	\$298.4	-0.5%	1
Transient Room Tax	\$10,040.1	\$14,069.8	\$12,949.9	-8.0%	1
Restaurant Tax	\$14,361.5	\$15,626.5	\$15,954.3	2.1%	1
Car Rental Tax	\$9,547.4	\$10,455.9	\$10,047.7	-3.9%	1
Gross Taxable Retail Sales (millions)	\$20,328.8	\$21,634.2	\$20,175.4	-6.7%	1
<b>REGIONAL VISITATION COUNTS</b>					
Council Hall Welcome Center	22,453	25,899	56,129	116.7%	
S.L. Airport Passengers	21,557,646	22,045,233	20,790,400	-5.7%	
Skier Days at Utah Resorts	4,062,188	4,082,094	4,249,190	4.1%	
L.D.S. Family History Research Ctrs.	572,270	567,395	N/A		
Utah's Hogle Zoo	847,831	954,551	995,688	4.3%	
This Is The Place H.P.	88,500	360,000	394,739	9.6%	
L.D.S. Museum of History and Art	210,613	209,261	195,000	-6.8%	
Bingham Canyon Copper Mine	NA	NA	153,455	--	
Great Salt Lake S.P.	138,763	250,478	214,127	-14.5%	
Clark Planetarium	365,744	314,138	N/A	--	
Utah Musuem of Natural History	75,387	N/A	69,000	--	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2007 - 2008 calculations

r = revised

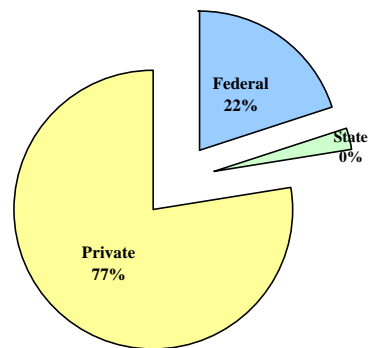
Land Ownership - 2008	No. of Acres	% Total
<b>Total Acres in County</b>	<b>481,870</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>98,291</b>	<b>20.4%</b>
BLM	2,034	0.4%
US Forest Service	88,991	18.5%
National Park Service	--	--
National Wildlife Service	--	--
Other •	7,266	1.5%
<b>State Government</b>	<b>11,872</b>	<b>2.5%</b>
Utah State Parks & Recreation	274	0.1%
Utah State Wildlife Reserves	1,262	0.3%
State Trust Lands	277	0.1%
Other ••	10,059	2.1%
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private*</b>	<b>381,764</b>	<b>79.2%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2008



## Salt Lake County Tourism Profile

